

johnpc ltd

Sales Strategy and Skills Development Services

2024

High impact sales strategy, transformation and skills development services for B2B sales and business development teams



johnpc ltd
people, process, performance

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Benefits of Investing in our Services

The objective of each of our services is to help sales and business development teams implement strategies, action plans, skills and techniques that provide tangible results with immediate impact, helping them to,

- ✓ Increase profitability - by improving their skills, methodologies, effectiveness, conversion rates and results
- ✓ Reduce operating cost - by improving their processes, productivity and the use of time, money and resources
- ✓ Enhance their credibility and reputation - by increasing the professionalism of sales activity in the eyes of their customers.

Enabling them to do what they do, better than they do it now.

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About johnpc Ltd

Hi, I'm John Cunningham, founder of johnpc Ltd.

The services we provide contain the best of everything I have encountered during my 40+ year career; from front line sales of high value capital goods to leading the largest Virgin B2B sales operation in the world at Virgin Media Business.

Our purpose at johnpc Ltd is to help B2B organisations improve their sales processes, capabilities and results.

Everything we do is individually tailored to the needs of our customers, with a core focus centred on,

- ✓ Sales Strategy and Transformation Projects
- ✓ Sales Skills Training Workshops
- ✓ Everything DiSC Assessments, Profiles and Workshops.

Since our formation in 2010, we have successfully delivered one, more or all of these services for a wide range of customers, both large and small across a broad range of industries.

The logos of some of the organisations we have successfully worked with can be seen opposite.

If you would like to know more, please get in touch for a discussion on how we can improve your return on investment in your sales and business development operations.

John



What our customers think of the experience of working with us can be seen on page 18 in the customer testimonials section, or you can pop over to my LinkedIn page to see over 200 personal recommendations.





Sales Strategy and Transformation Service

Improving your Sales Strategy and Results

Our sales strategy and transformation service helps you improve the effectiveness, productivity and results of your sales and business development teams.

Utilising the johnpc ltd 12-point sales strategy wheel (see next page) you will be able to answer the most fundamentally important questions vital to the effectiveness of any B2B sales operation.

Our approach can be tailored to,

- ✓ Provide an end-to-end review of your complete sales operation
- ✓ Focus on areas which represent a specific challenge to your sales productivity
- ✓ Provide subject matter expertise and facilitation to your own in-house sales strategy and transformation projects.

3R Process

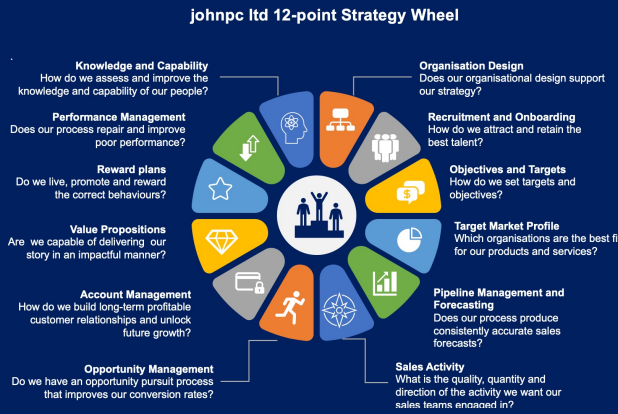
Our sales strategy and transformation 3R process enables our customers to build and implement long-term sustainable improvements, it includes,

- ✓ **Review:** Investigation into current processes and observation of actual working practices
- ✓ **Report:** Provision of a comprehensive written report and executive level presentation; providing summary observations and detailed findings
- ✓ **Recommendation:** Production of a practical action plan that will provide both instant and long-term benefits.

If the scope of the project requires it, we can also engage in and support implementation plans.

Investment costs for our sales strategy and transformation services are bespoke to the scope of each project.

If you would like to establish robust implementable action plans that improve your sales and business development productivity and results, get in touch find out more.



johnpc Ltd 12-point Sales Strategy Wheel



johnpc ltd Sales Skills Workshops



- ✓ *Interactive, engaging and high participant involvement structure*
- ✓ *Tailored content developed to your organisation's specific requirements*
- ✓ *High impact delivery that produces immediate action plans and results*
- ✓ *Excellent customer testimonials*
- ✓ *Experienced expert facilitation*
- ✓ *Delegate handouts, notes and slide packs*
- ✓ *Optional follow up coaching sessions to support skills implementation.*

Perfect Customer Meetings

Who is this workshop for?

This workshop is for anyone who conducts face-to-face or virtual meetings with customers and prospects on a regular basis.

What topics does the workshop cover?

The focus of the workshop centres on developing a best practice process to successfully execute significant customer meetings, including,

- The benefits of rigour in meeting preparation
- The importance of clarity in communication
- Setting, qualifying and achieving meeting objectives
- Intelligent questioning and active listening techniques
- Effective post meeting action planning.

How will delegates benefit from attending the workshop?

They will benefit by implementing a best practice repeatable meeting planning process, that will engage their customers and differentiate them from their competitors.

How is the workshop delivered?

This is a face-to-face, one-day workshop for up to 12 people.



Workshop Investment Costs

One-day workshop

£1450 + VAT

The Perfect Customer Meeting workshop includes,

- Pre-workshop briefing to tailor content to your requirements
- One day on site, face-to-face delivery at your location
- Focus on the actual customer meetings you have scheduled
- Significant customer meeting plan for future use
- Delegate handouts and slide packs.



Workshop Investment Costs

One-day workshop

£1450 + VAT

The Significant Sales Opportunity Pursuit workshop includes,

- Pre-workshop briefing to tailor content to your requirements
- One day on site, face-to-face delivery at your location
- Focus on the actual significant opportunities in your pipeline
- Significant Opportunity pursuit plan for future use
- Delegate handouts and slide packs.

Significant Sales Opportunity Pursuit

Who is this workshop for?

This workshop is for anyone engaged in high value, competitive and complex sales campaigns

What topics does the workshop cover?

The core focus of the workshop is establishing a consistent winning methodology for high value, complex, competitive sales opportunities, including,

- ✓ Identifying compelling events, strategic and operational drivers
- ✓ Applying a robust opportunity qualification process
- ✓ Understanding the decision-making and basis of decision process
- ✓ Improving your relationships with the decision-making unit
- ✓ Establishing competitive advantage and your best fit win strategy.

How will delegates benefit from attending the workshop?

They will benefit by improving their ability to successfully pursue significant sales opportunities that can be won and by knowing when to qualify out those that can't.

How is the workshop delivered?

This is a face-to-face, one-day workshop for up to 12 people. 8

Significant Account Planning

Who is this workshop for?

This workshop is for anyone who wants to establish a successful process for retaining and growing high value significant key customer accounts.

What topics does the workshop cover?

The core focus of the workshop centres on providing a structured framework for significant account planning, defence and growth, including,

- ✓ Mapping and understanding the account terrain
- ✓ Determining the strategic position in the eyes of the customer
- ✓ Plotting the strength and depth of the key contact relationships
- ✓ Qualifying competitive positions for retention and defence
- ✓ Establishing the level of opportunity for account growth.

How will delegates benefit from attending the workshop?

They will benefit by improving their ability to build and maintain an easy to use, highly effective significant account plan; enabling account retention and growth.

How is the workshop delivered?

This is a face-to-face, one-day workshop for up to 12 people.



Workshop Investment Costs

One-day workshop

£1450 + VAT

The Significant Account Planning workshop includes,

- Pre-workshop briefing to tailor content to your requirements
- One day on site, face-to-face delivery at your location
- Focus on your actual significant existing accounts
- Significant Account plan for future use
- Delegate handouts and slide packs.



Workshop Investment Costs

One-day workshop

£1450 + VAT

The Skillful Objection Handling workshop includes,

- Pre-workshop briefing to tailor content to your requirements
- One day on site, face-to-face delivery at your location
- Focus on your actual significant existing accounts
- Significant Account plan for future use
- Delegate handouts and slide packs.

Skillful Objection Handling

Who is this workshop for?

This workshop is for anyone who wants to develop the skills to unearth, qualify and answer challenging questions and objections raised by customers during sales campaigns

What topics does the workshop cover?

The workshop provides an insight into the anatomy of objections and challenging questions, the real reasons why people raise them and techniques to successfully manage them.

- ✓ Building your own objection bank
- ✓ The anatomy of objections and challenging questions
- ✓ Identifying the difference between real and false objections
- ✓ Practical objection handling tools and techniques
- ✓ Responding to price objections.

How will delegates benefit from attending the workshop?

They will benefit by improving their ability to professionally and calmly address objections and challenging questions posed by customers during the sales campaign.

How is the workshop delivered?

This is a face-to-face, one-day workshop for up to 12 people.

Win-Win Negotiating

Who is this workshop for?

This workshop is for anyone who wants to improve their ability to negotiate with confidence and achieve win-win solutions for both themselves and whomever they are negotiating with.

What topics does the workshop cover?

The focus of the workshop is to provide the delegates with processes and skills to improve their capability to negotiate, including,

- ✓ The structure of different negotiation types
- ✓ Understanding negotiation process and terminology (ZOPA, BATNA, LAO, BPO)
- ✓ Sources of negotiation power
- ✓ Constants and variables and their value within a negotiation
- ✓ Negotiation techniques and tactics.

How will delegates benefit from attending the workshop?

They will benefit by improving their ability to identify scenarios where they should or should not negotiate, and exactly what to do to be successful when they decide to.

How is the workshop delivered?

This is a face-to-face, one-day workshop for up to 12 people.



Workshop Investment Costs

One-day workshop

£1450 + VAT

The Win-Win Negotiation workshop includes,

- Pre-workshop briefing to tailor content to your requirements
- One day on site, face-to-face delivery at your location
- Focus on your real negotiation scenarios
- Bespoke Negotiation Planner for future use
- Delegate handouts and slide packs.



Workshop Investment Costs

One-day workshop

£1450 + VAT

The Delivering Great Presentations workshop includes,

- Pre-workshop briefing to tailor content to your requirements
- One day on site, face-to-face delivery at your location
- Highly interactive format including delegate presentation practice
- Great presentations 101 guidebook
- Delegate handouts and slide packs.

Delivering Great Presentations

Who is this workshop for?

This workshop is for anyone who wants to deliver presentations in a confident and impactful manner.

What topics does the workshop cover?

The core focus of the workshop is providing a structured framework and methodology to make every presentation a success, including,

- ✓ Knowing your audience
- ✓ How to prepare and identify presentation purpose
- ✓ Building content and presentation objectives
- ✓ Building an emotional bridge
- ✓ Controlling the environment and managing questions
- ✓ Calls to action and setting the audience expectations.

How will delegates benefit from attending the workshop?

They will benefit by developing their ability to present in an engaging and impactful way and deliver their message confidently.

How is the workshop delivered?

This is a face-to-face, one-day workshop for up to 12 people.

Writing Winning Sales Proposals

Who is this workshop for?

This workshop provides the critical thinking process and practical skills to produce winning sales proposals.

What topics does the workshop cover?

The core focus of the workshop centres on providing a structured framework for the production of winning sales proposals, the content includes,

- ✓ Writing your proposal with structure and purpose
- ✓ The principle of the situation to objectives and base logic approach
- ✓ Understanding the challenges for proposal
- ✓ How to write for your proposal readers
- ✓ The art of the Executive Summary.

How will delegates benefit from attending the workshop?

They will benefit by developing the ability to write engaging proposals that differentiate them from their competition. During day 2 of the workshop the delegates will put their newly learnt skills to use by working as a team to produce a sales proposal.

How is the workshop delivered?

This is a face-to-face, one and a half-day workshop for up to 12 people.



Workshop Investment Costs

One and a half-day workshop

£1875 + VAT

The Writing Winning Sales proposals workshop includes,

- Pre-workshop briefing to tailor content to your requirements
- One and a half day on site, face-to-face delivery at your location
- Interactive content including team proposal writing exercise
- Proposal structure models for future use
- Delegate handouts and slide packs.

Everything DiSC® - The Culture Catalyst™

About

Everything DiSC is a personal development learning experience that measures an individual's natural preferences and tendencies based on the DiSC® model.

This simple yet powerful model describes four basic styles: D, i, S, and C, and serves as the foundation for the Everything DiSC Application Suite.

Participants receive personalised insights that deepen their understanding of self and others; making workplace and customer interactions more enjoyable, effective and productive.

With superior adaptive testing techniques and over 8,000,000 assessments performed across 130,000 organisations worldwide, Everything DiSC is the ideal assessment platform to unlock the potential of your people and your culture.

The Assessment

Powered by 40+ years of research, each Everything DiSC personality assessment combines adaptive testing and sophisticated algorithms to deliver precise insights to each participant. These insights lay the groundwork for a personalised experience rich with “aha!” moments that inspire behaviour change.

The Workshop

The profile comes to life in a workshop experience that engages and educates. The workshops feature easy-to-use facilitation tools, content and impactful activities; that can all be customised to meet the specific needs of your people and your organisation.

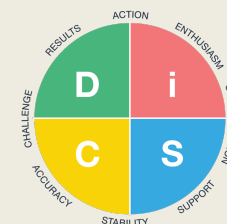


The Profile

The personalised content in the profile deepens self-understanding through the DiSC model. People gain insight into their own preferences and tendencies, learn more about relating to others. They learn actionable strategies to help them improve their interactions and ultimately their performance.

The Follow-Up Tools

A suite of follow-up resources makes lasting behavioural change possible by keeping Everything DiSC alive in the workplace. Participants can go deeper into their DiSC style, get real-world tips for connecting with colleagues, and gain insight into their team's or department's DiSC culture.



Authorized Partner
EVERYTHING DiSC
A Wiley Brand

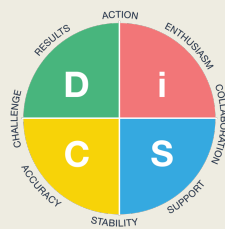


Workshop Investment Costs

One-day workshop

£1750 + VAT

- The Brilliant Workplace Communication workshop includes,
- Pre-workshop briefing to tailor content to your requirements
 - One day on site, face-to-face delivery at your location
 - Everything DiSC Workplace individual delegate on-line assessments and reports
 - Lifetime free of charge access to My Everything DiSC portal
 - Delegate handouts and slide packs.



Brilliant Workplace Communication; powered by Everything DiSC

Who is this workshop for?

This workshop is for anyone who wants to create brilliant relationships with colleagues, co-workers, suppliers and customers.

What topics does the workshop cover?

The core focus of the workshop is on strategies and actions to help you become a more effective relationship builder, including,

- ✓ Understanding your own communication and behaviour style
- ✓ Understanding other communication and behaviour styles
- ✓ Identifying how and when to adapt your communications and behavioural style
- ✓ Establishing rapport and building personal credibility
- ✓ Developing people reading skills.

How will delegates benefit from attending the workshop?

They will benefit by gaining a greater understanding of how to communicate effectively with every different type of person you will ever encounter.

How is the workshop delivered?

This is a face-to-face, one-day workshop, for up to 12 people.

Customer Centric Selling; powered by Everything DiSC

Who is this workshop for?

This workshop is for anyone who wants to gain a deeper understanding of their natural selling style and develop their ability to match it to their customer's natural buying style.

What topics does the workshop cover?

The core focus of the workshop centres on helping you successfully create customer-centric interactions that improve results, including,

- ✓ Understanding your own natural selling style
- ✓ Aligning your selling style to your customer's buying style
- ✓ Establishing rapport and building personal credibility
- ✓ Building effective customer relationships
- ✓ Developing your people reading skills.

How will delegates benefit from attending the workshop?

They will benefit by gaining a greater understanding of how to communicate effectively with every different type of customer they will ever encounter; building relationships and delivering results.

How is the workshop delivered?

This is a face-to-face, one-day workshop for up to 12 people.



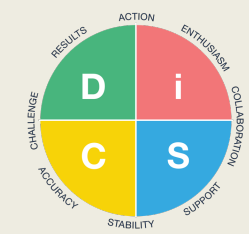
Workshop Investment Costs

One-day workshop

£1875 + VAT

The Customer Centric Selling workshop includes,

- Pre-workshop briefing to tailor content to your requirements
- One day on site, face-to-face delivery at your location
- Everything DiSC Sales individual delegate on-line assessments and reports
- Lifetime free of charge access to My Everything DiSC portal
- Delegate handouts and slide packs.





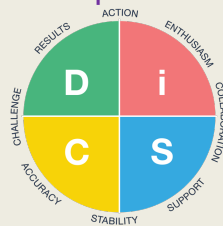
Workshop Investment Costs

One-day workshop

£1875 + VAT

The Brilliant Leadership workshop includes,

- Pre-workshop briefing to tailor content to your requirements
- One day on site, face-to-face delivery at your location
- Everything DiSC Leadership individual delegate on-line assessments and reports
- Lifetime free of charge access to My Everything DiSC portal
- Delegate handouts and slide packs.



Brilliant Leadership; powered by Everything DiSC

Who is this workshop for?

This workshop is for anyone who wants to improve their contribution to those they lead, creating happier, more effective teams, with improved productivity and results.

What topics does the workshop cover?

This core focus of the workshop centres on understanding your own leadership style and the impact it has on a team's culture, productivity and results, including,

- ✓ The strengths and weaknesses of your own leadership style
- ✓ Identifying and understanding alternative leadership styles
- ✓ How effective leadership is impacted by personality types
- ✓ Identifying how and when to adapt your leadership style
- ✓ Developing people reading skills.

• How will delegates benefit from attending the workshop?

They will benefit by developing a detailed understanding of how different leadership styles can help them get the best out of the people they lead.

How is the workshop delivered?

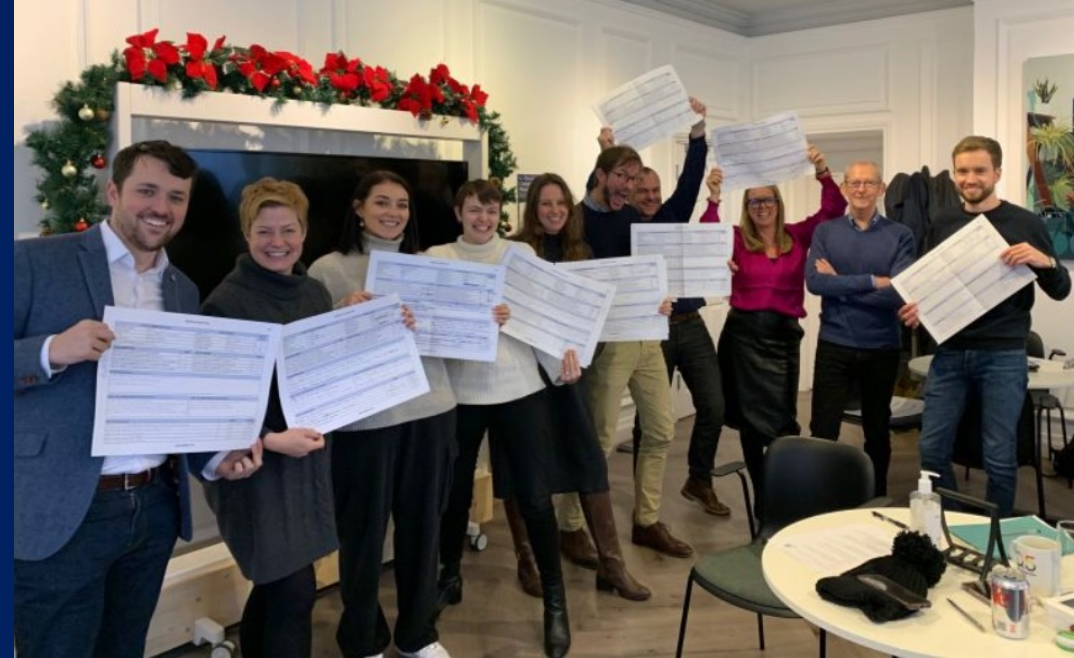
This is a face-to-face, one-day workshop, for up to 12 people.

What Our Customers Say

Here's a selection of customer testimonials from people who we have worked with on sales transformation and sales skills development projects.

Full details of 200 personal recommendations (including full versions of those highlighted below) can be found on my LinkedIn profile at www.linkedin.com/in/johnpcunningham

If you would like to know more about how we can help you improve the effectiveness, productivity and results of your sales and business development teams, please get in touch.



✓ **Rachel Buchler, Head of Business Sales, EON UK**

"I wouldn't hesitate to recommend John to others in helping them build and develop such critical capabilities within their own Sales teams".

✓ **Eavann Murphy, CCO, Eir Business**

"John quickly understood what we needed to do, cut through the noise and created a simple model that linked clearly to strategic objectives; saving us cost but more importantly making us more effective. I would recommend John's work and would work with John again".

✓ **Phil Burns, Managing Director, Aggreko Middle East**

"I would not hesitate to recommend John's services to support sales growth opportunities".

✓ **Michael Dugdale, Managing Director, Trident Utilities**

I'm happy to recommend John to any organisation that wants to put a programme of sales and account development training in place to help their teams progress".

✓ **Dean Ewart, Managing Director, British Gas, Consumer**

"John provided tailored solutions to aid our transformation. We have made a significant step change in our approach and performance, due to John's help".

✓ **Rob Andrews: Director of Marketing, YouFibre**

"I would really recommend John to anyone looking for business coaching or consulting. You will leave his sessions feeling like you have spent your time very productively".

✓ **Olivia Wallbank, Head of Marketing, Talk Talk Business**

"Whether you're working inside or out of the telecoms industry, occupying roles in finance, sales, operations or marketing, and regardless of your prior level of experience in the subject matter, there's so much to gain from John's courses".